

ORDER

Orders
Order / Rev: 329103
Alt Order #:
Product Desc: 2354
Estimate:
Flight Dates: 09/26/16 - 10/03/16
Original Date / Rev: 09/23/16 / 09/23/16
Order Type: GENERAL

CBS - Salinas, CA

Primary AE: Kristy Santiago
Sales Office: SL-L
Sales Region: LOC

Agency Name: Screen Strategies Media
Buying Contact:
Billing Contact:
 15409 Whitechapel Court
 Centreville, VA 20120

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Panetta for Congress
Demographic: HH
Product Codes: PL01
Priority: P-4
Revenue Codes: AGY, POL, CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:
Unit Code: General

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|------------|
| 09/26/16 | 10/03/16 | 33 | \$2,075.00 | \$1,763.75 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|-----------|-------------------|-------------------|-------------|
| October 2016 | 33 | \$2,075.00 | \$1,763.75 | 0.00 |
| Totals | 33 | \$2,075.00 | \$1,763.75 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Kristy Santiago | | | Start Of Order - End Of Order | 100% |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------|------|-------------------|-----------------|----------------------------------------------------|-------|-------------------|---------|-----|-------|-------------|-----|---------------|------|-------|----------|
| N 1 | KION | 09/26/16 | 10/03/16 | M-F 7A-9A CBS This Morn M-F 7A-9A CBS This Morn | CM | 7A-9A | M---F-- | :30 | 1 | \$25.00 | P-4 | 0.00 | NM | 2 | \$50.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/26/16 | 10/02/16 | ----F-- | | 1 | | | | \$25.00 | | 0.00 | | | |
| Week: | | 10/03/16 | 10/09/16 | M----- | | 1 | | | | \$25.00 | | 0.00 | | | |
| N 2 | KION | 09/26/16 | 10/02/16 | M-F 9a-10a M-F 9a-10a | CM | 9a-10a | ---T--- | :30 | 1 | \$15.00 | P-4 | 0.00 | NM | 1 | \$15.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/26/16 | 10/02/16 | ---T--- | | 1 | | | | \$15.00 | | 0.00 | | | |
| N 3 | KION | 09/26/16 | 10/02/16 | M-F 10a-11a M-F 10a-11a | CM | 10a-11a | -T----- | :30 | 1 | \$200.00 | P-2 | 0.00 | NM | 1 | \$200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/26/16 | 10/02/16 | -T----- | | 1 | | | | \$200.00 | | 0.00 | | | |
| N 4 | KION | 09/26/16 | 10/02/16 | M-F 11a-12p M-F 11a-12p | CM | 11a-12p | --W---- | :30 | 1 | \$35.00 | P-4 | 0.00 | NM | 1 | \$35.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/26/16 | 10/02/16 | --W---- | | 1 | | | | \$35.00 | | 0.00 | | | |
| N 5 | KION | 09/26/16 | 10/03/16 | M-F 1p-2p M-F 1p-2p | CM | 1p-2p | M---F-- | :30 | 1 | \$35.00 | P-4 | 0.00 | NM | 2 | \$70.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/26/16 | 10/02/16 | ----F-- | | 1 | | | | \$35.00 | | 0.00 | | | |
| Week: | | 10/03/16 | 10/09/16 | M----- | | 1 | | | | \$35.00 | | 0.00 | | | |
| N 6 | KION | 09/26/16 | 10/02/16 | M-F 2p-3p M-F 2p-3p | CM | 2p-3p | ---T--- | :30 | 1 | \$35.00 | P-4 | 0.00 | NM | 1 | \$35.00 |

Order / Rev: 329103
 Alt Order #:
 Flight Dates: 09/26/16 - 10/03/16

Advertiser: Panetta for Congress
 Product Desc: 2354
 Estimate:
 CBS - Salinas, CA

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|------|------|-------------------|-----------------|----------------------------------------|-------|------------------------------|---------|-----|-------------------|-------------|-----|---------------|--------|-------|------------|
| N 6 | KION | 09/26/16 | 10/02/16 | M-F 2p-3p M-F 2p-3p | CM | 2p-3p | ---T--- | :30 | 1 | \$35.00 | P-4 | 0.00 | NM | 1 | \$35.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/26/16 | 10/02/16 | ---T--- | | | | | 1 | \$35.00 | | 0.00 | | | |
| N 7 | KION | 09/26/16 | 10/02/16 | M-F 3p-4p M-F 3p-4p | CM | 3p-4p | -TW-F-- | :30 | 3 | \$30.00 | P-4 | 0.00 | NM | 3 | \$90.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/26/16 | 10/02/16 | -TW-F-- | | | | | 3 | \$30.00 | | 0.00 | | | |
| N 8 | KION | 09/26/16 | 10/03/16 | M-F 4p-5p M-F 4p-5p | CM | 4p-5p | MT-T--- | :30 | 3 | \$30.00 | P-4 | 0.00 | NM | 3 | \$90.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/26/16 | 10/02/16 | -T-T--- | | | | | 2 | \$30.00 | | 0.00 | | | |
| | | Week: 10/03/16 | 10/09/16 | M----- | | | | | 1 | \$30.00 | | 0.00 | | | |
| N 9 | KION | 09/26/16 | 10/02/16 | M-F 6p-630p News M-F 6p-630p News | CM | 6p-630p | --W-F-- | :30 | 2 | \$65.00 | P-4 | 0.00 | NM | 2 | \$130.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/26/16 | 10/02/16 | --W-F-- | | | | | 2 | \$65.00 | | 0.00 | | | |
| N 10 | KION | 09/26/16 | 10/03/16 | M-F 7p-730p M-F 7p-730p | CM | 7p-730p | M----- | :30 | 1 | \$40.00 | P-4 | 0.00 | NM | 1 | \$40.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/26/16 | 10/02/16 | ----- | | | | | 0 | \$0.00 | | 0.00 | | | |
| | | Week: 10/03/16 | 10/09/16 | M----- | | | | | 1 | \$40.00 | | 0.00 | | | |
| N 11 | KION | 09/26/16 | 10/03/16 | M-F 11P-1135P News M-F 11P-1135P | CM | 11P-1135P | -TWTF-- | :30 | 4 | \$40.00 | P-4 | 0.00 | NM | 5 | \$200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/26/16 | 10/02/16 | -TWTF-- | | | | | 4 | \$40.00 | | 0.00 | | | |
| | | Week: 10/03/16 | 10/09/16 | M----- | | | | | 1 | \$40.00 | | 0.00 | | | |
| N 12 | KION | 09/26/16 | 10/03/16 | SA 11P-1130P News SA 11p-1130p News | CM | 11P-1130P | -----S- | :30 | 1 | \$35.00 | P-4 | 0.00 | NM | 1 | \$35.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/26/16 | 10/02/16 | -----S- | | | | | 1 | \$35.00 | | 0.00 | | | |
| | | Week: 10/03/16 | 10/09/16 | ----- | | | | | 0 | \$0.00 | | 0.00 | | | |
| N 13 | KION | 09/26/16 | 10/03/16 | SU 11P-1130P News SU 11p-1130p News | CM | 11P-1130P | -----S | :30 | 1 | \$35.00 | P-4 | 0.00 | NM | 1 | \$35.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/26/16 | 10/02/16 | -----S | | | | | 1 | \$35.00 | | 0.00 | | | |
| | | Week: 10/03/16 | 10/09/16 | ----- | | | | | 0 | \$0.00 | | 0.00 | | | |
| N 14 | KION | 09/26/16 | 10/03/16 | M-F 1135P-1235A M-F 1135P-1235A | CM | 1135P-1235A | -TWTF-- | :30 | 4 | \$15.00 | P-4 | 0.00 | NM | 5 | \$75.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/26/16 | 10/02/16 | -TWTF-- | | | | | 4 | \$15.00 | | 0.00 | | | |
| | | Week: 10/03/16 | 10/09/16 | M----- | | | | | 1 | \$15.00 | | 0.00 | | | |
| N 15 | KION | 09/28/16 | 09/28/16 | WE Prime Hour 2 WE Prime Hour 2 | CM | 9P-10P | --W---- | :30 | 1 | \$250.00 | P-4 | 0.00 | NM | 1 | \$250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/26/16 | 10/02/16 | --W---- | | | | | 1 | \$250.00 | | 0.00 | | | |
| N 16 | KION | 10/02/16 | 10/02/16 | SU Prime Hour 3 SU Prime Hour 3 | CM | 9P-10P | -----S | :30 | 1 | \$250.00 | P-4 | 0.00 | NM | 1 | \$250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/26/16 | 10/02/16 | -----S | | | | | 1 | \$250.00 | | 0.00 | | | |
| N 17 | KION | 10/03/16 | 10/03/16 | MO Prime Special MO Prime Special | CM | 8P-11P (9:00 PM-11:00 PM) | M----- | :30 | 1 | \$400.00 | P-3 | 0.00 | NM | 1 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/03/16 | 10/09/16 | M----- | | | | | 1 | \$400.00 | | 0.00 | | | |
| N 18 | KION | 09/28/16 | 09/28/16 | M-F 5p-530p News M-F 5p-530p News | CM | 5p-530p | --W---- | :30 | 1 | \$75.00 | P-4 | 0.00 | NM | 1 | \$75.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/26/16 | 10/02/16 | --W---- | | | | | 1 | \$75.00 | | 0.00 | | | |
| | | | | | | | | | | | | | Totals | 33 | \$2,075.00 |

329103



Panetta for Congress

Station KION-TV
Market Monterey-Salinas
Flight Dates 9/27/2016 - 10/3/2016 Revised (Est. 2354)

Buyer Caroline Bahng
Email caroline@screenstrategies.com
Phone 703-272-7300

| Program Name | DP | Days Length | Rate | Tue 9/27 | Wed 9/28 | Thu 9/29 | Fri 9/30 | Sat 10/1 | Sun 10/2 | Mon 10/3 | Total |
|-----------------------------------------|----|-------------|-----------------------------|----------|----------|----------|----------|----------|----------|----------|-------|
| CBS This Morning 7:00 AM - 9:00 AM | EM | M-F 30 | \$25.00 \$50.00 | | | | 1 | | | 1 | 2 |
| Kelly & Michael 9:00 AM - 10:00 AM | DT | M-F 30 | \$15.00 \$15.00 | | | 1 | | | | | 1 |
| Price is Right 10:00 AM - 11:00 AM | DT | M-F 30 | \$200.00 \$200.00 | 1 | | | | | | | 1 |
| Sold Out: Lowest Rate to Clear per KION | | | | | | | | | | | |
| Young & Restless 11:00 AM - 12:00 PM | DT | M-F 30 | \$35.00 \$35.00 | | 1 | | | | | | 1 |
| The Talk 1:00 PM - 2:00 PM | DT | M-F 30 | \$35.00 \$70.00 | | | | 1 | | | 1 | 2 |
| Let's Make a Deal 2:00 PM - 3:00 PM | DT | M-F 30 | \$35.00 \$35.00 | | | 1 | | | | | 1 |
| Dr. Phil 3:00 PM - 4:00 PM | EF | M-F 30 | \$30.00 \$90.00 | 1 | 1 | | 1 | | | | 3 |
| Judge Judy 4:00 PM - 5:00 PM | EF | M-F 30 | \$30.00 \$90.00 | 1 | | 1 | | | | 1 | 3 |
| KION 5p News 5:00 PM - 5:30 PM | EN | M-F 30 | \$75.00 \$75.00 | | 1 | | | | | | 1 |
| KION 6p News 6:00 PM - 6:30 PM | EN | M-F 30 | \$65.00 \$130.00 | | | | 1 | | | 1 | 2 |

Panetta for Congress



| | | | |
|---------------------|-------------------------------------------|--------------|-------------------------------|
| Station | KION-TV | Buyer | Caroline Bahng |
| Market | Monterey-Salinas | Email | caroline@screenstrategies.com |
| Flight Dates | 9/27/2016 - 10/3/2016 Revised (Est. 2354) | Phone | 703-272-7300 |

| Program Name | DP | Days Length | Rate | Tue 9/27 | Wed 9/28 | Thu 9/29 | Fri 9/30 | Sat 10/1 | Sun 10/2 | Mon 10/3 | Total |
|------------------------------------------|----|-------------|-----------------------------|----------|----------|----------|----------|----------|----------|----------|-----------|
| Ent Tonight 7:00 PM - 7:30 PM | PA | M-F 30 | \$40.00 \$40.00 | 1 | | | | | | | 1 |
| Scorpion 9:00 PM - 11:00 PM | PT | M 30 | \$400.00 \$400.00 | | | | | | | 1 | 1 |
| Sold Out: Lowest Rate to Clear per KION | | | | | | | | | | | |
| Criminal Minds 9:00 PM - 10:00 PM | PT | W 30 | \$250.00 \$250.00 | | 1 | | | | | | 1 |
| Madam Secretary 9:00 PM - 10:00 PM | PT | Su 30 | \$250.00 \$250.00 | | | | | | 1 | | 1 |
| KION 11p News 11:00 PM - 11:35 PM | LN | M-F 30 | \$40.00 \$200.00 | 1 | 1 | 1 | 1 | | | 1 | 5 |
| Saturday 11p News 11:00 PM - 11:30 PM | LN | Sa 30 | \$35.00 \$35.00 | | | | | 1 | | | 1 |
| Sunday 11p News 11:00 PM - 11:30 PM | LN | Su 30 | \$35.00 \$35.00 | | | | | | 1 | | 1 |
| Stephen Colbert 11:35 PM - 12:35 AM | LF | M-F 30 | \$15.00 \$75.00 | 1 | 1 | 1 | 1 | | | 1 | 5 |
| Station Totals | | | \$2,075.00 | 6 | 6 | 5 | 6 | 1 | 2 | 7 | 33 |

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

| | |
|-----------------------------------------|------------------------|
| Station and Location: KION-TV | Date: 9/23/2016 |
|-----------------------------------------|------------------------|

I, Screen Strategies Media,

being/on behalf of: Jimmy Panetta,

a legally qualified candidate of the Democratic

political party for the office of: Congress

in the General

election to be held on: 11/8/2016

do hereby request station time as follows:

| Broadcast Length | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
|------------------|----------------------------------|--------------|-------|----------------|-----------------|
| | | See attached | | | |

Attach proposed schedule with charges (if available): \$1,763.75

I represent that the payment for the above described broadcast time has been furnished by:

Jimmy Panetta for Congress

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Rob Lee

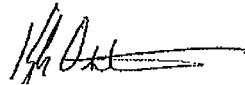
This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

9/23/2016

Date



Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected


Signature

Kristy Santiago
Printed Name

Owner
Title

FEDERAL CANDIDATE CERTIFICATION

In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:

I, **Jimmy Panetta for Congress**

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ does

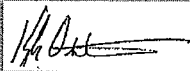
☒ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☐ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



signature of candidate or authorized committee

Kyle Osterhout

printed name

9/15/2016

date